

METHOD FOR CONSUMER REFERRAL OF PRODUCTS TO RETAILERS

Abstract

A method is provided for consumer referral of products to retailers. A manufacturer database is maintained having manufacturer entries including the manufacturer's identification, retailers stocking any of the manufacturer's products, and the manufacturer's products stocked by the retailer. A consumer database with consumer entries is maintained for registered consumers. Products in the manufacturer database are displayed on the public network. A consumer viewing the displayed products on the public network can select a product to refer to a retailer. If the retailer does not stock the referred product or a set number of consumers in the consumer database other than the referring consumer have not already referred the referred product to the referred retailer, then the referred product and the referred retailer are entered into the consumer entry in the consumer database. If the consumer referral results in a sale to the retailer, then the manufacturer rewards the consumer.

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